

Message Text

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PAGE 01 TOKYO 00426 111046Z

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E.O. 11652: N/A

TAGS: ETRD

SUBJECT:JN-21 THEME TOUR

SUMMARY: REQUESTS HEADQUARTERS APPROVAL ON JW-21 TOUR PARTICIPANTS

TYOWAS 4-147 FOR OIS. MOST OUTSTANDING PRSPECT FOR SUBJECT TOUR IS 650,000-CIRCULATION NONNO MAGAZINE WHICH PARTICIPATED IN JW-15 TOUR. IF ACCEPTABLE, MAGAZINE WILL ASSIGN TWO TOP EDITORS HAVING ARDENT AND KNOWLEDGEABLE INTEREST IN CLASSICAL MUSIC. IF COVERAGE SATISFACTORY WE CAN ANTICIPATE LAVISH SPECIAL FEATURE SIMILAR TO FIRST OF TWO NEW ENGLAND FEATURES WHICH APPEARED IN DECEMBER 20 ISSUE PREVIOUSLY FORWARDED.

MAGAZINE HAS GENERAL CONSUMER AUDIENCE BUT INCLUDES HIGH PROPORTION

OF

AFFLUENT YOUNG FEMALE READERS WHO ARE AVID ATTEDEES AT CLASSICAL CONCERTS AND RECITALS IN JAPAN. AS ALTERNATIVE POSSIBILITIES, MUSIC CRITICSON HUGE CIRCULATION NATIONAL DAILIES APPROACHED BUT UNINTERESTED BECAUSE ALL ORCHESTRAS FEATURED IN TOUR WITH EXCEPTION OF CHICAGO HAVE MEDIOCRE TO POOR REPUTATION IN JAPAN. ONLY FEASIBLE ALTERNATIVE IS SMALL CIRCULATION "ONGAKU NO TOMO" MUSIC MAGAZINE WHOSE EDITORIAL CONTENT HEAVY EDUCATIONL AND READERS MOSTLY SCHOOL TEACHERS.

IF NONNO MAGAZINE ACCEPTABLE, CAN YOU FURNISH STATE DEPT OR OTHER INTERPRETER SINCE PARTICIPANTS SPEAK LIMITED ENGLISH. IF NOT MAGAZINE WILLING HIRE SUITABLE JAPANSE FEMALEINTERPRETER NOW LIVING NEW YORK AND PAY ALL EXPENSES INCLUDING DOMESTIC AIR FARES.

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PAGE 02 TOKYO 00426 111046Z

WE FULLY AWARE YOUR GUIDELINES RE SENDING GIVEN JOURNALIST ONLY ONCE

A YEAR AND THAT JOURNALIST BE UNCTIONED IN ENGLISH. IN BEST OF ALL POSSIBLE WORLDS, WE WOULD HAVE NO TROUBLE COMING UP WITH CANDIDATES ACCORDING YOUR GUIDELINES.

HOWEVER ONLY FIVE PERCENT OF PRINT MEDIA JOURNALISTS FLUENT IN ENGLISH AND IF WE TO SELECT CANDIDATE FROM AMONG THAT FIVE PERCENT, MOST WOULD NOT BE ANYWHERE NEAR APPROPRIATE FOR THEME OF THIS OR OTHER TOURS WE TRYING OUR BEST TO SELECT CANDIDATES WITHIN YOUR GUIDELINES, BUT WHEN WE CANNOT WE TAKE NEXT BEST CHOICE, NAMELY HIGH-CIRCULATION PUBLICATION WHICH HAS AUDIENCE AT LEAST REASONABLY APPROPRIATE FOR THEME OF TOUR.

PLEASE ADVISE SOONEST TOGETHER WITH FLIGHT SCHEDULE SO WE CAN MAKE APPROPRIATE RESERVATIONS. PAA OR NWA PREFERRED ORIGINATING CARRIER.
SHOESMITH

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